

ABSTRACT

A method and system for providing online live auctions platform is disclosed. The online live auction platform is provided among a group of bidders having similar or same interests or in one or more virtual communities. An auction process starts in a first community that permits a member of a first virtual community to list an auctioned item for bidding. All members in the first virtual community can participate in the bidding and members in a second virtual community may participate in the bidding by becoming part of the first virtual community or through one of the members in the first virtual community.